An Interim Guide for Producing Printed Communications Material

NASA

Visual Identity System

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NASA is in the process of developing an indepth style manual to help you create effective communications, streamline design and production, and express our mission, goals and values consistently. In the interim, this guide has been designed to help you better integrate NASA's new communications strategy.

The new visual system will promote a cleaner style. The use of bold white borders is a unifying device that helps frame NASA's wondrous imagery, which are "souvenirs" of our accomplishments.
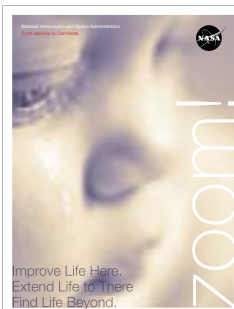
What is a Visual System?

The visual system is a set of agreed-upon elements that are designed to give a unique look and feel to all of an organization's visual expressions. Elements of a visual system typically include:
• insignia
• photography
• layout and graphic elements
• grid systems
• information organization
• typography
• color

Cover

Cover

Brochure Spread

Newsletter Cover

Newsletter

CD Cover

Book Marks

Official Insignia

Only officially approved insignia art may be used. Never distort, stretch, or otherwise alter the insignia artwork. Approved full color, and one color versions are illustrated here. For external communications, use only the NASA insignia. For internal communications, the NASA insignia can be coupled with NASA program logos.
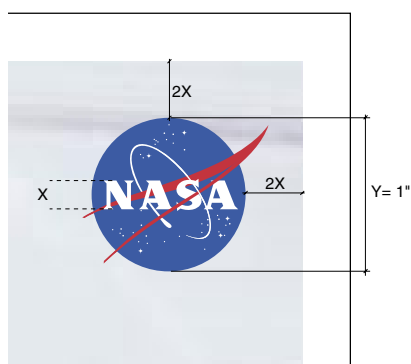
Insignia Sizing

Always use an insignia that is properly proportioned to the size of the page or panel to which it is being applied. For letter size formats (8½ by 11 inch or 8 by 10 inch), the proper size should not exceed the height of 1 inch. The minimum insignia size for all material is ⅝ inch.
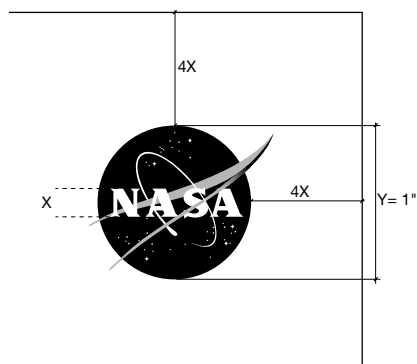
Clear Space for Insignia

Always provide a minimum of "clear space" around the insignia; never use the insignia in a sentence or locked-up to other symbols. Currently, a full color insignia is used against a solid white, black, gray or silver background. However, in certain instances, the full color insignia can appear against a photograph as long as the background around the insignia is simple and uncluttered.
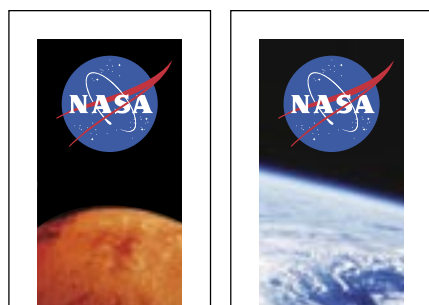
Locating the Insignia

Our insignia should always be located on the front cover of a publication or printed item. Preferably, the insignia should appear on the top right-hand side. The clear space determines the insignia's location. See below for variations of insignia placements.

Insignia placement with picture frame.

Insignia placement without picture frame.

Insignia placement on smaller applications where centering of insignia is required.

Photography

Our Photography

One of NASA's greatest assets is its photo-graphic library, which chronicles the rich history, missions and programs of the Agency. We should use high-quality images from our photographic collection and others to tell our story and enrich our communications.

Using Photography

Only good resolution, cropped and reproduced photos should be employed. Layering and collage work do not reflect the new, cleaner look and should be avoided.
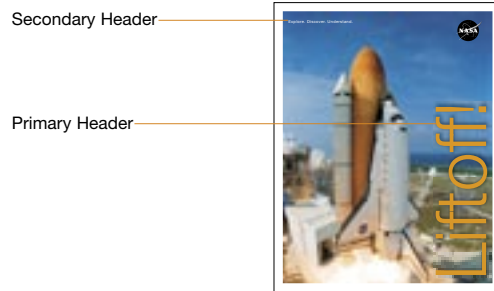
Layout & Graphic Elements

Picture Border

The white border element must be used on covers, newsletters and other printed materials, such as posters. There are two acceptable border widths. For standard size applications (covers, newsletters, for example) a border width of $5/16$ inch is used. For smaller applications (CD covers, book-marks, invitations), a border width of $3/16$ inch is used.
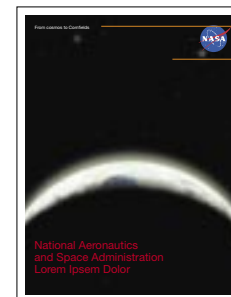
Cover Headlines

Vertical layouts of short, primary headlines (not more than 5 words) are encouraged. This will give a distinct, unique quality to all our materials. Longer headlines should be horizontal. (See exhibit B.)
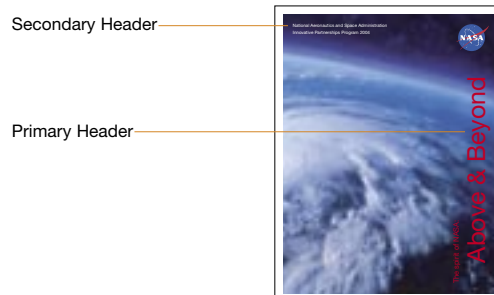
Border Violator

For design flexibility, graphic or type elements can "violate" one side of the white border. Details on the use of violators will be included in forthcoming tools. (See exhibit D.)
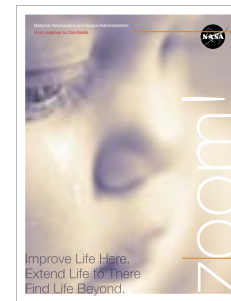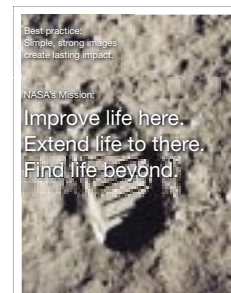
Secondary Header

Primary Header

Cover Exhibit A

Secondary Header

Primary Header

Secondary Header

Primary Header

Cover Exhibit C

Cover Exhibit B

Secondary Header

Header Violator

Border Violator

Cover Exhibit D

Interior Page Exhibit

Interior Page Exhibit

Typography

Typeface

One of the most powerful tools we can use to create a strong visual identity for NASA and visual consistency is typeface. Typeface for headlines, subheads and call-outs should be Helvetica only. (See exhibits below.) Typeface for body text should be Helvetica or Garamond.

ABCdef
Helvetica Light

ABCdef
Helvetica Light Italic

ABCdef
Helvetica Light Condensed

ABCdef
Helvetica Light Extended

ABCdef
Helvetica Roman

ABCdef
Helvetica Roman Italic

ABCdef
Helvetica Condensed

ABCdef
Helvetica Extended

ABCdef
Helvetica Medium

ABCdef
Helvetica Medium Italic

ABCdef
Helvetica Medium Condensed

ABCdef
Helvetica Medium Extended

ABCdef
Helvetica Bold

ABCdef
Helvetica Bold Italic

ABCdef
Helvetica Bold Condensed

ABCdef
Helvetica Bold Extended

ABCdef
Garamond Light

ABCdef
Garamond Light Italic

ABCdef
Garamond Condensed Light

ABCdef
Garamond Book

ABCdef
Garamond Book Italic

ABCdef
Garamond Condensed Regular

ABCdef
Garamond Bold

ABCdef
Garamond Bold Italic

ABCdef
Garamond Condensed Bold

ABCdef
Garamond Ultra

ABCdef
Garamond Ultra Italic

ABCdef
Garamond Condensed Ultra

Helvetica Roman

Helvetica Roman

Cover Exhibit

Helvetica Roman

Helvetica Bold

Helvetica Bold

Helvetica Roman
or Garamond

Interior Page Exhibit

Color Palette

Our Core Color Palette

A set of core colors has been established to work best with the full-color NASA insignia and should be implemented on covers and layouts displaying the full-color insignia.

Our Accent Color Palette

Accent colors have been selected for our visual communications to provide a functional range of colors that can be used flexibly. A bright set of Space Colors should be applied to materials about our space science and exploration activities, with secondary highlights of Earth Colors (see exhibit A below).

A selection of more muted Earth Colors should be used for our Earth science-related communications, with secondary highlights of Space Colors (see exhibit B below). Examples of Space and Earth Colors are shown below.

Using Color

Colors should be used to emphasize information, highlight headlines, text, and body copy, and accent photography. Colors also may be employed to enhance the visualization of information in charts, graphs, and diagrams.

NASA Insignia Colors	
NASA Red	PANTONE® 185 Process 0C, 100M, 100Y, 0K RGB 252R, 61G, 33B
NASA Blue	PANTONE® 286 Process 100C, 060M, 0Y, 0K RGB 11R, 61G, 145B

NASA Core Colors	
GRAY	PANTONE® Cool Gray 9 Process 5C, 3M, 0Y, 50K RGB 121R, 121G, 124B
SILVER	PANTONE® 877 Metallic Silver Process and RGB color substitution does not apply to metallic colors.
BLACK	PANTONE® Black 6 Process 60C, 40M, 20Y, 100K RGB 0R, 0G, 0B
WHITE	

Space Colors	
SPACE PINK	PANTONE® 214 Process 0C, 100M, 35Y, 5K
SPACE ORANGE	PANTONE® 165 Process 0C, 60M, 100Y, 0K
SPACE YELLOW	PANTONE® 116 Process 0C, 10M, 100Y, 0K
SPACE GREEN	PANTONE® 375 Process 40C, 0M, 80Y, 0K
SPACE BLUE	PANTONE® 306 Process 80C, 0M, 5Y, 0K
SPACE PURPLE	PANTONE® 266 Process 70C, 90M, 0Y, 0K

Earth Colors	
EARTH BROWN	PANTONE® 4625 Process 0C, 60M, 100Y, 70K
EARTH RED	PANTONE® 1605 Process 0C, 60M, 90Y, 25K
EARTH YELLOW	PANTONE® 1245 Process 0C, 25M, 100Y, 15K
EARTH GREEN	PANTONE® 5757 Process 25C, 0M, 100Y, 50K
EARTH BLUE	PANTONE® 7545 Process 20C, 0M, 0Y, 60K
EARTH GRAY	PANTONE® 404 Process 0C, 10M, 20Y, 55K

Exhibit A

Dominant Space Colors
Secondary Earth Colors

Exhibit B

Dominant Earth Colors
Secondary Space Colors